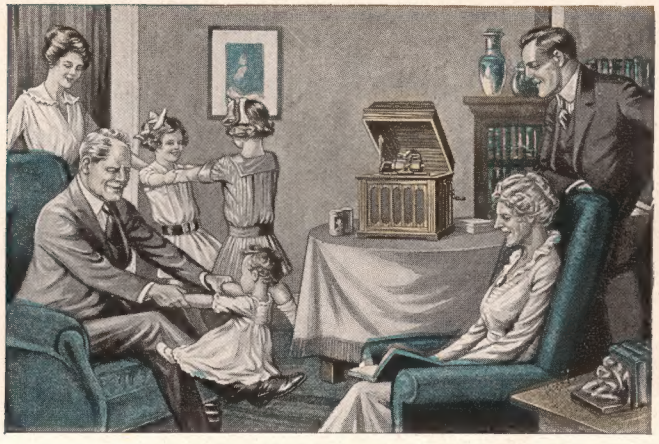
"I WANT TO SEE A PHONOGRAPH IN EVERY HOME"
Thomas A Edison

A Master Product of a Master Mind



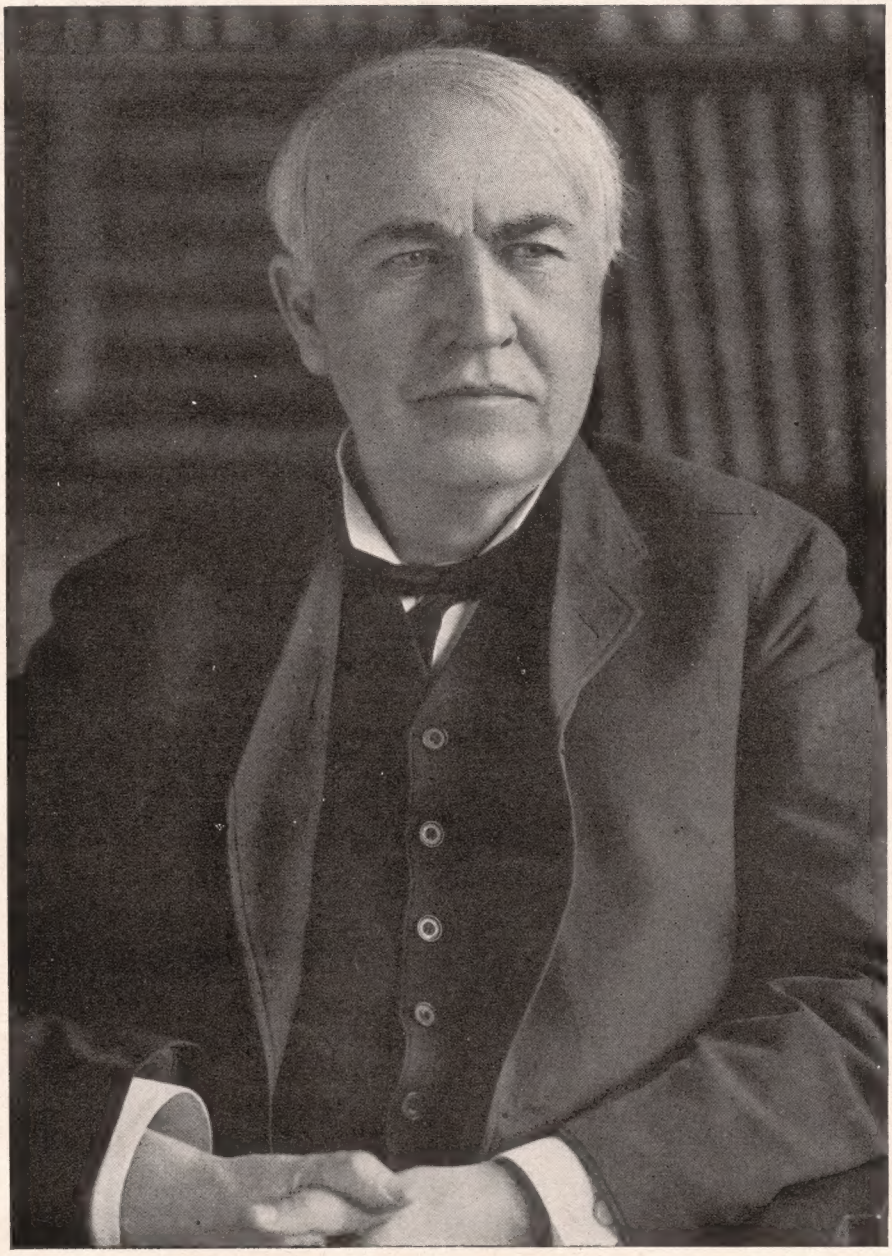
"The Instrument That Brings Contentment"

THE NEW EDISON DIAMOND AMBEROLA

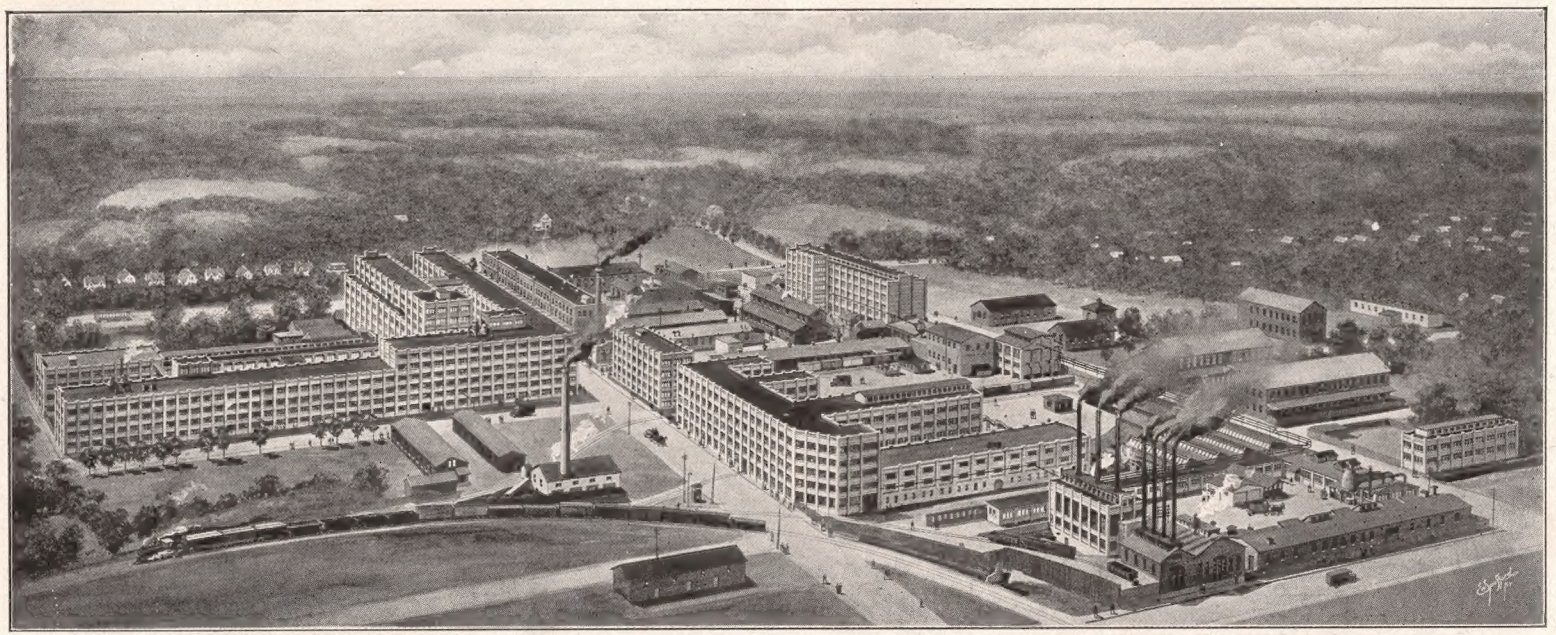
"The World's Best Music in Your Home"

MANUFACTURED BY
THOMAS A. EDISON, INC.
ORANGE, NEW JERSEY, U.S.A.

1919–20



Thomas A Edison.



Mr. Edison's immense factory located at Orange, N. J. It is here that Edison Diamond Amberolas and Blue Amberol Records are made, along with many other inventions of Mr. Edison

Accept no Substitutes!

New Edison Diamond Amberolas are manufactured only by Thomas A. Edison, Inc.

Every Edison Phonograph bears my signature, without it no instrument is genuine

Thos A Edison

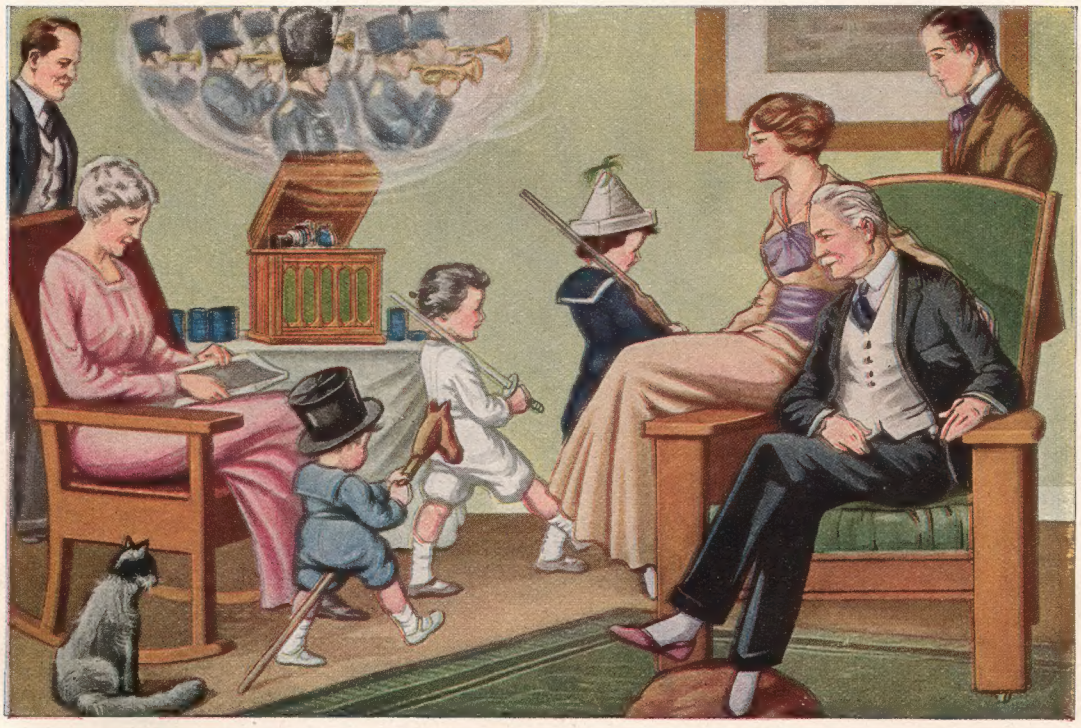
THOMAS A. EDISON, INC.
ORANGE, NEW JERSEY, U. S. A.

What an Edison will mean in *Your* Home

EVERYONE realizes what an absolute necessity music is in the home. Good music is as much a part of your home as the wife and children. It is the one tie that binds the home closer together than anything else. It is vitally necessary that there should be some kind of music in your home. Mr. Edison once remarked:

> "Of all the various forms of entertainment in the home, I know of nothing that compares to music. It is safe and sane; appeals to all the fine emotions; tends to bind family influences with a wholesomeness that links old and young together. If you consider for a moment how universally the old songs are loved in all the homes, you will realize what a deep hold music has on the affections of the people."

Have you ever called at a home where there was no music? And have you noticed how something seemed lacking? A certain warmth and comfort was missing. Music is the one universal language that is known the world over. There never was a man or woman born who didn't enjoy some form of music.



THE POSSESSION OF AN EDISON WILL MAKE YOUR HOME LIKE THIS. HOW CAN YOU AFFORD TO BE WITHOUT ONE?

The Edison Fills All Your Musical Needs!

TASTES differ greatly, and it is very hard to find one musical instrument that pleases everyone's taste. Some like a piano, others prefer a violin; some like brass bands, others an orchestra. It is a hard matter to suit everyone. However, when you own a New Edison Diamond Amberola this problem is solved, for the Edison is the World's Universal Musical Instrument. That is one of its greatest charms: the fact that any kind or class of music, whether vocal or instrumental, can be played on the Edison. Variety is the spice of life, and you certainly get variety when you own an Edison.

You Need Music in Your Home!

IT has always been Mr. Edison's desire to have the Edison Phonograph a means whereby your home will be made happier, brighter and more comfortable to live in. The possibilities of the Edison Diamond Amberola as an entertainer are unlimited.

Just stop and consider for a moment what pleasure it will bring you when a new Edison is in your home. If the evening is dull, put on a snappy band record and watch the effect on your family. Faces brighten up, feet unconsciously beat time and everyone's spirits are raised.

Then put on a good old heart song,—say, "Silver Threads Among the Gold." Watch the shadows of emotion flit over the faces of your family. Hear Grandmother say, "I used to sing that song when I was a little girl."

Then a comic record; hear them all laugh! Think of it! Broadway vaudeville right in your home. Before you realize it, the evening slips by and you retire with the memory of a pleasant evening spent instead of a dull, flat one.

Just realize this! You can do this, day in and day out, for 365 days in the year.

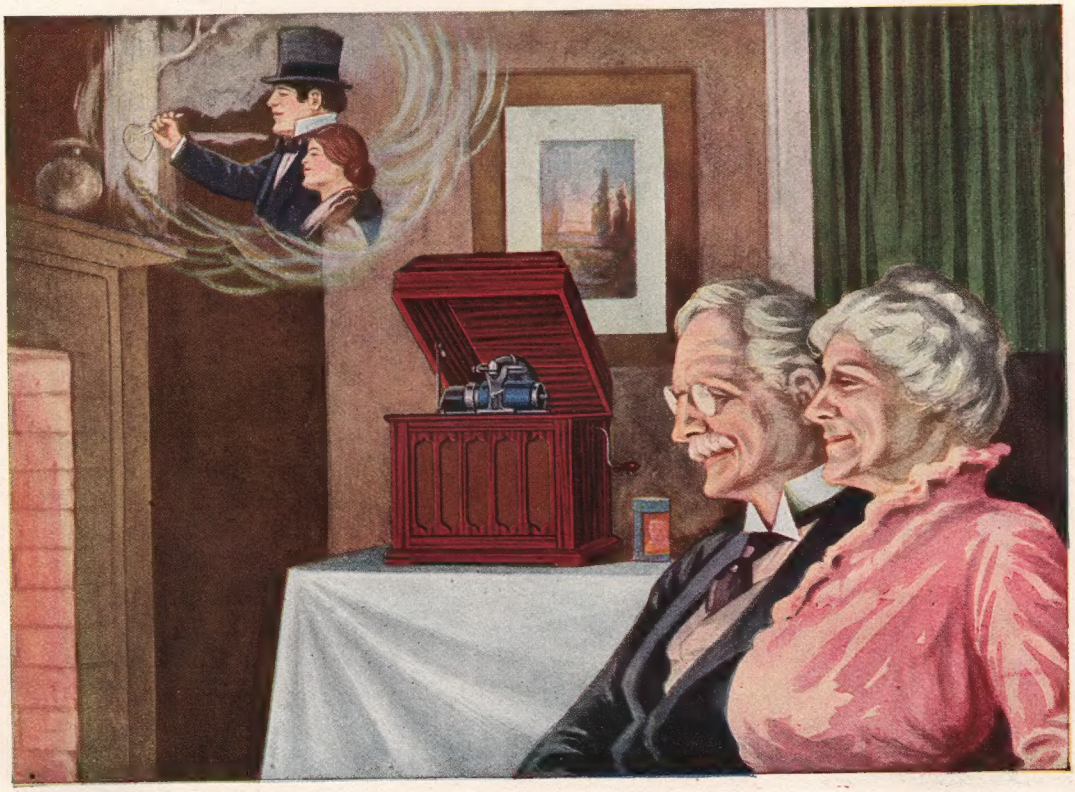
If you have children in your home, you realize the hard task you have keeping them contented and satisfied. Being young, full of activity and youthful spirits, they are constantly demanding entertainment and fun. If they cannot get it in their homes, they will go elsewhere. You naturally do not wish yours to do this. Buy them a New Edison Diamond Amberola and watch the magic effect it will have on them. You will find they soon will become contented and happy.

There are hundreds of other ways an Edison can be used to bring pleasure and happiness to your home. When guests come to see you and the conversation grows dull, just bring out the Edison and put on a good record. One record suggests another, and before you realize it you are having a good time. Truly, the Edison is the King of Entertainers. When your help get dissatisfied from lack of entertainment and activities, just lend them the Edison for the evening. Watch them fill up their pipes, tilt their chairs

back and settle down to be entertained,—and they will be entertained if they have an Edison. Rainy days in the house are hard for the little ones. Get them an Edison, and they will soon forget the rain. When the long winter nights set in and you are confined to the house continually, start a big fire in the grate, put a good record on your Edison and prepare to enjoy yourself. Vary your program; first a stirring march, maybe one of Sousa's, then an exquisite violin solo, then a ballad, or the latest Broadway "hit," then a comic record, one of the famous "Uncle Josh Records;" laugh until your sides ache. Then as a contrast a beautiful "heart song," such as "A Perfect Day." It will soon be bedtime and you can all retire with the memory of a pleasant evening, and it will all be due to your new Edison.

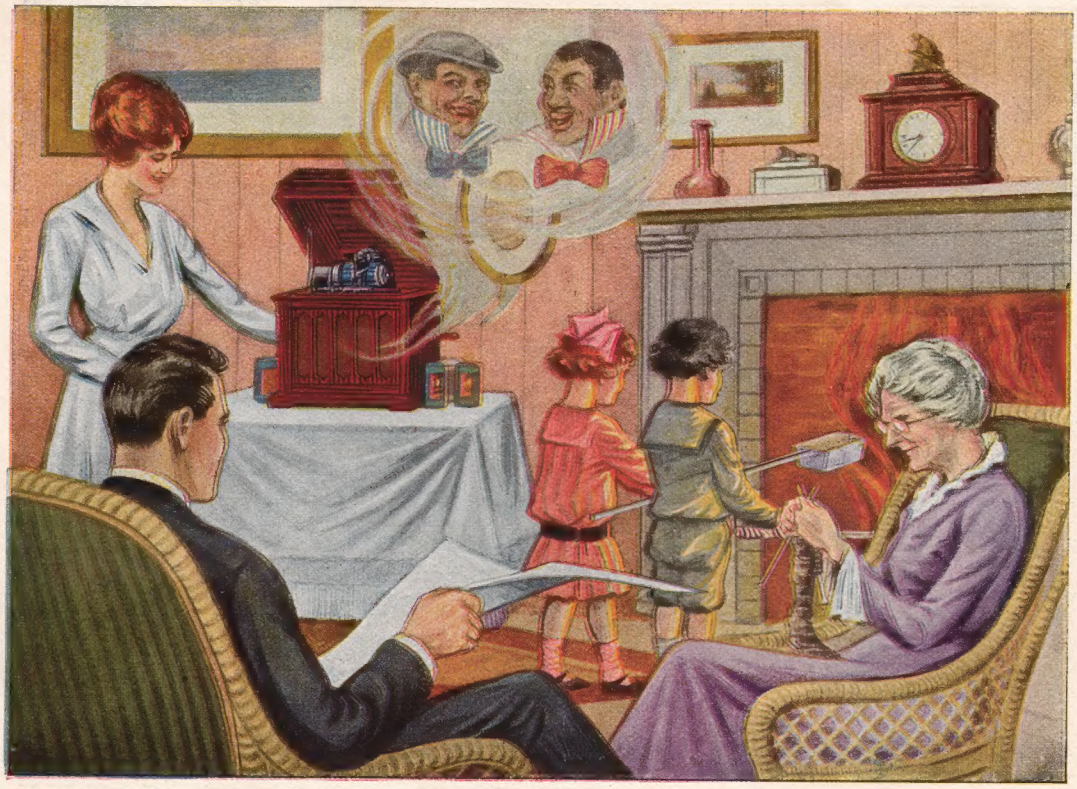
We wish it were possible to tell you all of the uses the new Edison Diamond Amberola can be put to; but in the small space we have at our disposal, it is impossible. But remember this! You need music in your home. It is invaluable, and you should have a variety of music, so as to appeal to all tastes.

The Edison Diamond Amberola is the one instrument that can satisfactorily fill this want. When you realize the many pleasures an Edison affords you,



THE DEAR OLD "HEART SONGS," PLAYED ON THE EDISON, RECALL TO GRANDMOTHER AND GRANDFATHER THE DAYS WHEN THEY WERE YOUNG

it will be quite evident why Mr. Edison said he wished to see a phonograph in every home. After you take these things into consideration, can you possibly deny yourself the pleasure of having one of these master instruments? In the following pages we will tell you of the different models. First let us assure you that only the finest material the world offers goes into these wonderful instruments. No expense has been spared to make them the highest-class instruments of their kind on the market. You all know what the name "Edison" means on a product. It is the same as "Sterling" on silver. After you have looked over the different models, select the one you desire and go to the dealer in your town; have him send to your home the instrument you desire and try it for a few days, and if you are not perfectly satisfied you are at liberty to return it with no cost whatsoever to you. If there is no dealer in your town, write us and we will gladly tell you where you can get in touch with the one who is nearest to you. At the same time we shall be glad to send you a record catalog and all necessary information. As you read this little book, do not forget our repeated statement, "You need music in your home, and you should have a variety of music." The new Edison Diamond Amberola is the one musical instrument that perfectly fills this need.



THE NEW EDISON IS ALWAYS READY TO ENTERTAIN YOU WITH THE LATEST BROADWAY MINSTREL JOKES AND SONGS

Price, $100.00

(Mr. Edison's very latest instrument of this type)

Description of Model 75.

This is the finest instrument of its type Mr. Edison nas ever placed before the public. Mr. Edison's use of the Diamond reproducer and Blue Amberol records are two exclusive features found only in his instruments. They make it possible to reproduce exactly every minute sound-wave, so that when the instrument is played the music comes to you pure, natural and rich, with none of the discordant metallic sounds so distracting in the common "talking machines." If you have ever heard an Edison, you will be astounded to hear how exactly it reproduces sound. Its music is absolutely perfect. You have to hear it to realize how really marvelous it is. The cabinets of the Model 75 are finished in Mahogany, Golden Oak and Fumed Oak. You have a wide range of finishes to select from. It has a genuine Diamond Point reproducer, which is never changed, never altered and never wears out. It contains a powerful double spring motor, which means the instrument will play about five records without rewinding. This is an important feature and it reduces the operation of the instrument considerably. There are three drawers in the cabinet of the Model 75, having a total capacity of 84 Blue Amberol records. This instrument is without a peer and has been designed to suit the tastes of the most exacting. As an article of furniture it will fit into the home of the most fastidious.

Description of Model 50. Price $68.00

(Mr. Edison's very latest instrument of this type)

The cabinet or this model is finished in Mahogany, Golden Oak and Fumed Oak, giving you a wide choice of finishes. This instrument also contains all the mechanical features that are in the Model 75. Genuine Diamond Point reproducer; powerful spring motor, to play five records. It is handsome in design and would grace anyone's parlor or library table. Being of light weight, it can be conveniently moved from place to place. Having the exclusive features of the genuine Diamond Point reproducer and Blue Amberol records to play upon, assures you that the tone of this instrument will be perfect. It is rich, full, smooth and natural. In proportion to the value Mr. Edison gives you in this instrument, it is remarkably low in price.

This is "Jack-the-Giant-Killer," the instrument which defeated the $115 "talking machine" in a competitive tone comparison in New York City on June 23rd, 1916. This famous test has been repeated in Indianapolis, Indiana, Syracuse, New York, Atlanta, Georgia, Sioux City, Iowa, Minneapolis, Minnesota, Kansas City, Missouri, Detroit, Michigan, Milwaukee, Wisconsin, Toronto, Ontario and elsewhere. "Talking machines" as high as $235 have been defeated by the Diamond Amberola. The story is told on page 16.

Description of Model 30. Price, $41.00

(Mr. Edison's very latest instrument of this type)

Here is the neatest, most compact little phonograph that has ever been placed on the market. It is finished in Golden Oak only. It contains all the mechanical features that are in the models 50 and 75, with the exception that it has the single spring motor that will play about three records without rewinding. It has the same genuine Diamond Point reproducer and plays the same Blue Amberol records as in the other models. It is the most remarkable instrument for its price that Mr. Edison has ever put out. When you realize the constant pleasure this instrument will afford you, it is a remarkable bargain. Just the thing for camping parties, canoe and boat trips; for summer use on the lawn or the porch it is ideal. It is very light and can be easily moved from place to place. You can hunt the markets far and near and you will never find a phonograph that will give you the constant satisfaction and pleasure that this wonderful $41.00 instrument will. And remember this: there is just as much care and fine material put into this little instrument as in the others.

Blue Amberol and Royal Purple Amberol Records

Regular—60c. Concert—75c. Special Grand Opera and Royal Purple—$1.00

THE Edison Blue Amberol record is Mr. Edison's final achievement in perfecting the cylinder record. After years of labor and countless experiments Mr. Edison has finally found perfection in record making. The new and exclusive features of the Blue Amberol records are durability, wearing quality and practical unbreakableness. They can be safely handled by the smallest child without cracking or breaking. Quite a contrast when you realize the extreme fragilness of other records. Just think! Blue Amberol records have been played 3000 times in Laboratory tests without a sign of wear! Is it not remarkable that a substance seemingly so delicate as a Blue Amberol record is actually so hard? It is only further evidence of Mr. Edison's remarkable inventive ability. The music these Blue Amberol records make is truly marvelous, clear, sweet and natural, with a splendid rich volume. One of the greatest reasons for the enormous popularity of Mr. Edison's phonograph has been the superior records Mr. Edison has always offered the public. In the new Blue Amberol records you will find Mr. Edison has reached the heights of perfection. The secret of making these records is known only to Mr. Edison and a few of his most trustworthy employees. Remember, please! You can play these records on Edison Diamond Amberola phonographs only. You cannot hear them any other way. It is Mr. Edison's intention to make each and every Blue Amberol record a masterpiece,—a record that you will always cherish and constantly derive pleasure from. He has gathered around him the finest talent the market offers. Just look at the names of some of his artists on the next page.

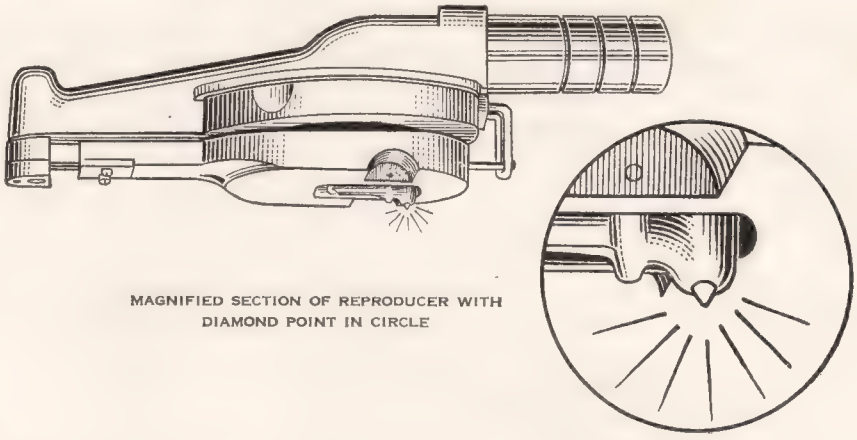
Blue Amberol Records and the Artists Who Make Them

GOOD old Billy Murray! He needs no introduction. Phonograph users have been charmed and delighted by him for years. Ada Jones, whose wonderful ability to make a perfect record has been known and appreciated for years by Edison owners. Harry Lauder and his humorous Scotch records. Collins and Harlan, whose coon songs and humorous records are a never ending source of delight. Walter Van Brunt, a very popular singer of ballads. Then there are numerous other tenors, all masters in their class, such as Reed Miller, Irving Kaufman, Charles Harrison, Vernon Dalhart, Harvey Wilson, Arthur Fields, Ralph Errolle, Will Oakland, Irving Gillette, George Wilton Ballard, Frank X. Doyle, Manuel Romain and many others. For baritones we have: Glen Ellison, Edward Allen, Vernon Archibald, Donald Chalmers, Frank Croxton, Owen J. McCormack, Joseph A. Phillips, Ed. Meeker and many others. Sopranos: Betsy Lane Shepherd, whose wonderful voice has charmed the nation; Leola Lucey, Elizabeth Spencer, Mary Carson, Marie de Kyzer (Marie Kaiser), Gladys Rice and many others. Contraltos: Christine Miller, whose voice is beyond compare; Helen Clark, Marie Morrisey, Odette Le Fontenay, Ida Gardner, Marion Evelyn Cox and numerous others. Cal Stewart and his "Uncle Josh" records are known the world over. Then we have many famous quartets, such as the Metropolitan Quartet, Criterion Quartet, Premier Quartet and numerous others. The Edison Light Opera Company is known the world over. Many beautiful religious records. In the instrumental field we have variety galore. Sousa's Band, Creatore and his Band, The National Promenade Band, Edison Concert Band, New York Military Band, Sodero's Band and others. Orchestras: we have the American Symphony Orchestra, American Standard Orchestra, Jaudas' Society Orchestra, famed for their dance records, and others. Instrumental trios, Banjo records, Accordion records, Hawaiian records, many by the famous Waikiki Hawaiian orchestra, Cornet records, Marimba Band records, Cello records, Violin records,—many by Albert Spalding, America's greatest violinist,—Xylophone records, "Jazz" Band records, Saxophone records, Bells, etc., etc.,—everything in instruments.

Grand Opera by the Finest Artists the Operatic Stage Offers!

IN Grand Opera we offer you a wide variety of selections sung by the finest artists the Operatic Stage affords. Tenors: Ferrari-Fontana, Jacques Urlus, the world's greatest singer of Wagner's music; Ciccolini, destined to be the world's greatest tenor; Zenatello, Bonci and others. Baritones: Otto Goritz, Thomas Chalmers, Taurino Parvis, Mario Laurenti, Orphee Langevin and many others. Bassos: Arthur Middleton, T. Foster Why and others. Sopranos: Frieda Hempel, Alice Verlet, Anna Case, the "Miracle Girl" of the Metropolitan Opera House, New York City, Marie Sundelius, Julia Heinrich, Marie Rappold, Marie Tiffany, and many more. Contraltos: Marie Delna, Margaret Matzenauer, Carolina Lazzari, Christine Miller and others. Besides all these artists and selections made by them, there are numerous records in Norwegian, Swedish, Hungarian, Mexican, Italian, British, German, French, Polish and other languages. Limited space makes it impossible to give you a complete list of artists and selections. Our record catalogs show them all, and any dealer or Thomas A. Edison, Inc., Orange, N. J., will be glad to furnish you with one.

You Never Have to Change Needles When You Own a New Edison



MAGNIFIED SECTION OF REPRODUCER WITH DIAMOND POINT IN CIRCLE

The Edison Genuine Diamond Reproducer

THIS is the genuine Diamond Point Reproducer used only in the Edison instruments. It is one of the reasons why Edison music is superior to that of any other instrument made. Being a highly polished rounded point, it has no cutting qualities and rides lightly and smoothly on the surface of the Record. There is no weight on the Record other than what Mr. Edison puts there intentionally, just enough to have the Diamond ride firmly in the record groove. Always remember this! When you own an Edison you have NO NEEDLES TO CHANGE; you are forever freed from the nuisance and bother of constantly changing needles. This advantage can be readily understood and appreciated.

Important

For Owners of Earlier Types of Edison Cylinder Instruments

TO enable owners of earlier makes of Edison Cylinder Instruments to enjoy Mr. Edison's Blue Amberol Records, we have devised an Attachment to put on these Instruments. It is very simple in construction, and when attached to an Instrument will play both the Two Minute Record and the present Blue Amberol Record. A simple shift of a lever does this. More than a quarter of a million of these Attachments are now in use and are giving entire satisfaction. These Attachments have been designed to fit on Standard, Home and Triumph instruments only. The cost is very slight and the Attachment will bring your Instrument right up to date.

Prices

For Standard Instruments . . . . $ 8.00
For Home Instruments 10.00
For Triumph Instruments 10.00

These attachments may be obtained from any Edison Amberola Dealer and can be attached at a moment's notice.

Tear this page out and mail it to the dealer who sent you this catalog

Application for a Free Trial

NOTICE — Thomas A. Edison, Inc., do not sell direct to users, only through Dealers and Jobbers

YOUR LOCAL DEALER DATE.....

.....

.....

Dear Sir:

I should like to hear a New Edison Diamond Amberola in my home on a Free Trial. I understand that this places me under no obligations whatsoever. I only agree to try this instrument and to advise you promptly at the expiration of 10 days whether I desire to purchase it or return it. Upon request I will carefully pack and return the instrument and records to the dealer from whom received.

I should like to have you send me:

☐ Model 75—Price $100.00 and 12—60c. Blue Amberol Records . . . . . Total value, $107.20

☐ Model 50—Price $68.00 and 12—60c Blue Amberol Records . . . . . Total value, $75.20

☐ Model 30—Price $41.00 and 12—60c Blue Amberol Records . . . . . Total value, $48.20

(Put a cross in square of the outfit you desire)

Blue Amberol Records 60c each

1st Choice	2nd Choice

Put the numbers only of the records you desire sent with the instrument in the above spaces

Here are the Blue Amberol Records I should like you to send with the instrument.

(Signed).....

Street or Rural Route.....

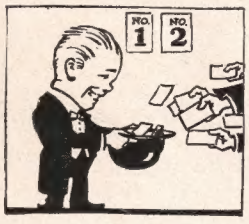
City.....

State.....

The History of Tone Comparisons

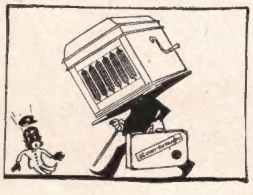
WHEN the New Edison Diamond Amberola was first introduced a few years ago, Mr. Edison knew he had at last perfected an instrument that was the peer of any of the "talking machines," and yet it could be sold for a remarkably low price, in fact as low as $41. He knew that this $41 Amberola was superior in tone to any "talking machine," regardless of price. So we started to talk about it. We advertised it and featured it in our printed matter. One day one of the officials of the Edison Co. said, "Why not give some public tone comparisons between a $68 Amberola and some of the high priced 'talking machines'? Let these comparisons be behind a curtain and don't tell the audiences what instrument is playing. Let them vote as to which tone they believe is best. Get some unprejudiced opinions. Let the people decide." So we did. It's phonograph history now, but you will be interested in the details.

The First Tone Comparison



THE first tone comparison was given in the ballroom of the Hotel McAlpin, New York City, on June 23, 1916, before an audience of 650 Phonograph Experts. A $68 Amberola and $115 "talking machine" (name on request) were used. Both instruments were placed behind a curtain and they were called No. 1 and 2. Three selections by the same artists in each instance were played on both phonographs. Then a vote was taken. It was unanimously in favor of the Diamond Amberola. An Amberola costing about half as much as the "talking machine" easily whipped it. That's why we call the Amberola a "Modern Jack-the-Giant-Killer," for it can slay giants costing four times as much and six times as big, and Jack can do it easily. It's no effort. Read about some more of these tests.

More Knockouts



NOT satisfied to rest on its laurels, the Amberola started a series of these tone comparisons that took place all over the country. All types of high priced "talking machines" were pitted against the $68 Amberola and he slew them all. Even ones costing $235. At no time was there the slightest doubt that the Amberola was the superior musical instrument. Its tone has been proven time and again to be far superior to any and all "talking machines." This is the public's opinion, not ours, given by actual votes. It is not the unproven statement of a clever advertising writer, but it is an actual fact that has been proved time and again in many of the big cities in America. Read the following details and notice how the vote always went.

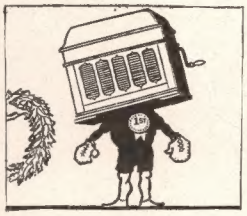
More Victories for the Amberola

IN Indianapolis, Ind., in October, 1916, 75 experts heard one of these tone comparisons. It was a $68 Amberola against a $175 "talking machine." The vote was unanimous for the Amberola. At Syracuse, N. Y., three weeks later, the test was repeated. Sixty-five heard the comparison. This time it was a $68 Amberola versus a $115 "talking machine." The vote was practically unanimous for the Amberola, there being one dissenting vote.

At Atlanta, Ga., in November, the Amberola again showed its superiority by defeating a brand new $235 "talking machine," that had just been taken from the packing case. Every one present (about 70) voted unanimously for the Amberola. Think of that! A $68 Amberola defeated a $235 "talking machine"! With odds 4 to 1 the Amberola proved itself to be the superior musical instrument. In 1917 came more victories. At Minneapolis, Minn., in April, the Amberola defeated a $235 "talker."

Then Jack-the-Giant-Killer moved on to Sioux City, Ia., and defeated a $175 "talking machine." Then things were quiet for a while until September, when a comparison was staged at Kansas City, Mo., for 140 phonograph people to listen to. They voted unanimously for the Amberola. At Detroit, Mich., in November, another $175 "talker" was defeated, 50 people voting him down. Another Amberola triumph was in Milwaukee, Wis., in November. One hundred and fifty phonograph experts heard the now famous test and again voted for the Amberola as the superior instrument.

These Tests Prove Superiority

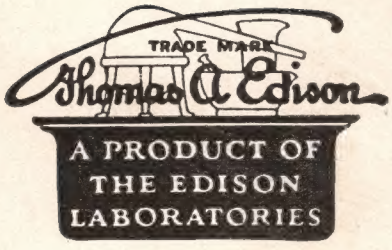


OUR little story is told. We haven't attempted to touch it up with pretty sentences or clever phrases. We don't believe facts need altering. You have read actual facts on how a $68 Amberola has proven to be superior to even a $235 "talking machine." The next thing to do is to verify these statements.

Why not arrange to visit the nearest Amberola dealer to hear some of the finest music you ever heard? Ask him to tell you all about the secret of the Diamond Point, the extremely durable Blue and Royal Purple Records, the small cost and many other intensely interesting features. You will be very welcome.

If there is no Amberola dealer in your town, write Thomas A. Edison, Inc., Amberola Department, Orange, New Jersey. We shall gladly give you the name of the Amberola dealer most conveniently located, where you can see and hear all the instruments illustrated in this booklet.

THOMAS A. EDISON, Inc. **Orange, New Jersey**


TRADE MARK
Thomas A. Edison
A PRODUCT OF
THE EDISON
LABORATORIES